

ATI Radeon™ Graphics & ATI™ Technology

BRANDING AND PACKAGING GUIDELINES



Product Brand Brief

ATI RADEON™ GRAPHICS AND ATI™ TECHNOLOGY

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©2007 Advanced Micro Devices, Inc. All rights reserved. AMD, the AMD Arrow logo, and combinations thereof, ATI, the ATI logo, CrossFireX, Radeon, Avivo, Catalyst, HyperMemory, and The Ultimate Visual Experience are trademarks of Advanced Micro Devices, Inc. Other names are for informational purposes only and may be trademarks of their respective owners.



ATI Radeon™ Graphics Branding and Packaging Guidelines

BRANDING INTRODUCTION

This document is designed to help AMD's partners and customers market the benefits of ATI Radeon™ graphics products and related technologies. Here, you will find guidelines regarding the proper brand names and logos, as well as approved messages that convey appropriate product features and benefits.

ATI™ products and technologies are an essential part of AMD's commitment to delivering The Ultimate Visual Experience™. That's why the former ATI brands are closely aligned with the AMD brand identity — both visually and within text. The logos include vivid colors and dimensionality to appeal to the Gaming audience, while the names leverage the strength of the ATI brand, as in "ATI Radeon graphics."

For marketing purposes, all ATI products and technologies are now created by AMD or the AMD Graphics Product Group. In addition, all former ATI trademarks are now trademarks of AMD, including the ATI mark.

Product Brands

All former ATI brand names are now AMD brand names: "AMD GPUs," "Graphics ASICs from the AMD Graphics Products Group" or "The ATI Radeon™ HD 2600 Series from AMD".

The ATI name continues as a product brand on PC graphics and multimedia products:

→ Correct — ATI Radeon™ HD 2000 Series Graphics from AMD

→ Correct — ATI Radeon™ HD 2600 XT

→ Incorrect — Radeon HD 2600 XT ("ATI" must always be used)

Graphics products will now be represented by an ATI Radeon Graphics logo, which includes a product descriptor line for additional technology branding. The ATI Radeon Graphics logo is designed to promote all graphics processors or board products for Desktop, Mobile, and Chipset markets. For products that are awarded Certification, there is also a "Certified" version of this new logo.

Technology Brands

The ATI CrossFireX™ brand has a revised identity as well as a new logo. The new ATI CrossFireX logo is designed to stand alone or work in conjunction with the ATI Radeon Graphics logo and the new AMD chipset logos. For products that achieve ATI CrossFireX Certified status, there is a "Certified" version of this new logo. When using the ATI CrossFireX brand in text, ATI is included and a "TM" notice is mandatory on the first use.

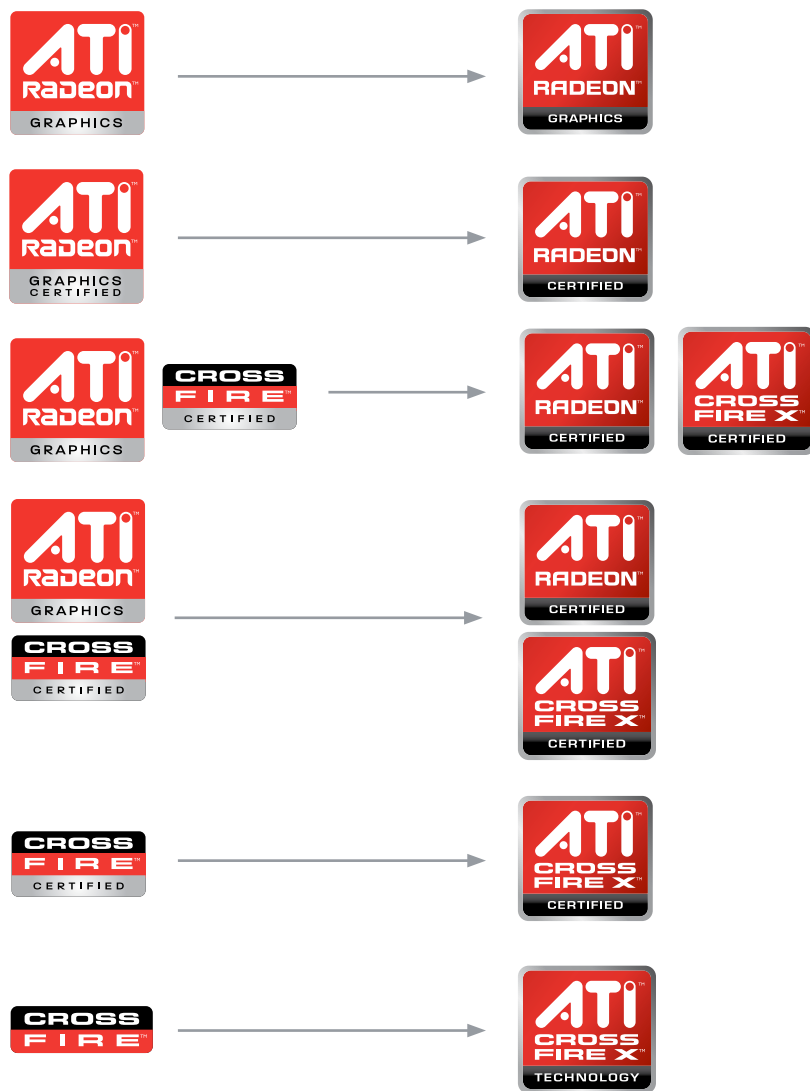
The ATI Avivo™ HD video and display technology and ATI Catalyst™ software brands are no longer represented by distinct logos, but they should still be called out in text where applicable. Both are preceded by ATI when written and require a "TM" notice. The correct names are therefore ATI Avivo™ HD and ATI Catalyst™.



ATI Radeon™ Graphics Branding and Packaging Guidelines

BRANDING TRANSITION, (CONT.)

The following mapping shows how our logos are transitioning.



ATI Radeon™ Graphics Branding and Packaging Guidelines

ATI RADEON™ GRAPHICS LOGO GUIDELINES

These guidelines will help AMD's graphics partners create powerful and consistent marketing communications for products that use ATI Radeon™ graphics processors in desktop and notebook PCs. Please use these branding and packaging guidelines to effectively align your communications with AMD's marketing activities, leverage the value of the ATI Radeon™ brand, and maximize the impact of your marketing programs.

For purposes of illustration, the ATI Radeon™ Graphics logo will be used. However, these guidelines also apply for the ATI Radeon™ Certified logo.

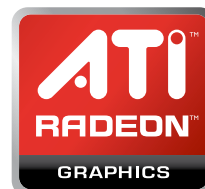
The ATI Radeon Graphics logo can be used with the ATI CrossFireX™ and ATI CrossFireX Certified logos, when applicable. Thus, logo usage information for the ATI CrossFireX platform is also included in these guidelines.

General Guidelines

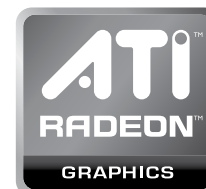
The ATI Radeon Graphics logos may not be used in any manner that might imply that any non-AMD materials, including but not limited to products, product features, websites, or publications are sponsored, endorsed, licensed by, or affiliated with AMD. The logos may not be displayed as a primary or prominent feature on any non-AMD materials. Companies using the logos pursuant to these guidelines must also display, in the primary and more prominent position, their own logo(s), business name, product names, or other branding.

There are two versions of each of the ATI Radeon Graphics logos — color and grayscale. The treatments for these versions are addressed on the following pages.

Do not modify or recreate these logos under any circumstances. Always use the artwork provided by Advanced Micro Devices, Inc. in the form provided.



Color



Grayscale



ATI Radeon™ Graphics Branding and Packaging Guidelines

ATI RADEON™ GRAPHICS LOGO GUIDELINES, (CONT.)

For purposes of illustration, only an ATI Radeon™ Graphics logo is shown here. However, the same color requirements apply for the ATI Radeon™ Certified logo.

The ATI Radeon™ Graphics logo consists of the ATI logo, the processor name in logotype, and a product descriptor, all positioned within a metallic-like enclosure. There are two versions of the ATI Radeon Graphics logo — color and grayscale. The color version is available for both four-color process (CMYK) and flat-color reproduction. However, the CMYK treatment is the preferred method.

Color Treatments

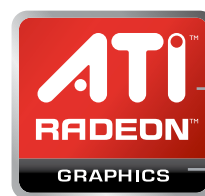
The ATI Radeon Graphics logo uses colors and visual treatments that align with AMD Gaming communications. In particular, gradient color backgrounds are used to add drama and dimension for the Gaming segment. To reproduce these gradients accurately, the logos should be used in their full, four-color process (CMYK) versions whenever possible.

When format, media, or reproduction requirements preclude the use of the four-color logos, the optional flat-color versions may be used. This enables easy application of the logos within specific manufacturing environments, such as screen printing, laser engraving, embossing, debossing, hot stamping, and embroidery.

For guidelines on using an ATI Radeon Graphics logo on merchandise, contact your AMD brand manager.

Grayscale Treatment

The ATI Radeon Graphics logos may be used in grayscale for black-and-white applications only. No other colors may be substituted.

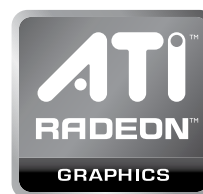


Preferred Treatment

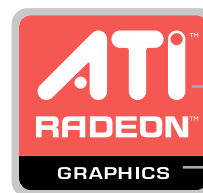
ATI Red gradient

Black gradient

Black gradient



Grayscale



Flat-color

ATI Red — PANTONE® 185

Black

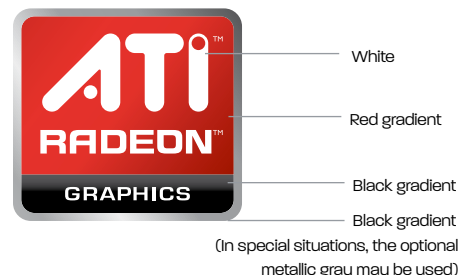
PANTONE® Cool Gray 6



COLOR REQUIREMENTS

For purposes of illustration, only an ATI Radeon™ Graphics logo is shown here. However, the same color requirements apply for the ATI Radeon™ Certified logo.

The ATI Radeon Graphics logo uses colors that align with AMD Gaming communications — red and black. Note that gradient color backgrounds are used to add drama and dimension for the Gaming segment. In addition, a metallic gray can be substituted for the black gradient rule. The color diagram to the right shows how each color is used, and the color specifications are also provided below.



Spot Color

(Spot color printing, such as promotional items, marketing collateral, etc.)

Red = Pantone 185

Black = Black (linear gradient)

Optional Metallic Gray = PANTONE® 877C

CMYK

(Four-color process printing, such as advertisements, marketing collateral, magazines, etc.)

Red = C: 0 M: 100 Y: 100 K: 0 (linear gradient)

Black = K: 100 (linear gradient)

RGB

(Electronic on-screen representations, such as CD demos, multimedia presentations, PowerPoint, etc.)

Red = R: 255 G: 0 B: 0 (linear gradient)

Black = R: 0 G: 0 B: 0 (linear gradient)

HEX

(Electronic online representations, such as Web graphics, Web banners, etc.)

Black = 000000 (linear gradient)

White = FFFFFF

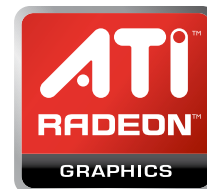
Red = EF3E4 (linear gradient)

The colors shown on this page and throughout these guidelines have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE® color standards. Consult current PANTONE® publications for accurate color. PANTONE® is the property of Pantone, Inc.



AVAILABLE LOGO FORMATS

Key to file naming conventions			
Product ID. #	Processor	Media (E = Electronic, P = Print)	
▼	▼	▼	
44154-A	_ATr	_Logo_P	_4C.eps ◀ File Format
		▲	Color Mode (4C = Process, RGB = On screen, Gs = Grayscale)



Listed below are the available formats of the ATI Radeon™ Graphics logo.

Contact your AMD representative for access to these files.

44154-A_ATr_Logo_P_4C.eps

Four-color process (CMYK) version for traditional printing

44154-A_ATr_Logo_P_Sp.eps

Spot-color version for specialized printing e.g. screen printing

44154-A_ATr_Logo_P_SpFlt.eps

Special flat, spot-color version for applications where gradients can not be used, such as embroidery

44154-A_ATr_Logo_P_Gs.eps

Grayscale version for limited color printing

44154-A_ATr_Logo_L_E_RGB.png

Small 2 inch RGB.png version for online or multimedia use, e.g. PowerPoint®, Macromedia Flash™

44154-A_ATr_Logo_E_RGB.eps

RGB version for online or multimedia use

44154-A_ATr_Logo_S_E_RGB.png

Small version for use in presentations e.g. PowerPoint



AVAILABLE LOGO FORMATS

Key to file naming conventions			
Product ID. #	Processor	Media (E = Electronic, P = Print)	
▼	▼	▼	
44180-A	_ATrCert	_Logo_P	_4C.eps ◀ File Format
		▲	Color Mode (4C = Process, RGB = On screen, Gs = Grayscale)



Listed below are the available formats of the ATI Radeon™ Certified logo.

Contact your AMD representative for access to these files.

44180-A_ATrCert_Logo_P_4C.eps

Four-color process (CMYK) version for traditional printing

44180-A_ATrCert_Logo_P_Sp.eps

Spot-color version for specialized printing e.g. screen printing

44180-A_ATrCert_Logo_P_SpFlt.eps

Special flat, spot-color version for applications where gradients can not be used, such as embroidery

44180-A_ATrCert_Logo_P_Gs.eps

Grayscale version for limited color printing

44180-A_ATrCert_Logo_L_E_RGB.png

Small 2 inch RGB.png version for online or multimedia use, e.g. PowerPoint®, Macromedia Flash™

44180-A_ATrCert_Logo_E_RGB.eps

RGB version for online or multimedia use

44180-A_ATrCert_Logo_S_E_RGB.png

Small version for use in presentations e.g. PowerPoint



ATI Radeon™ Graphics Branding and Packaging Guidelines

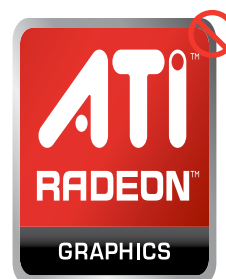
ATI RADEON™ GRAPHICS LOGO USAGE

Spelling of ATI Radeon™ Graphics in Copy

ATI should only be spelled in all UPPERCASE letters, while Radeon should have the first letter capitalized. It is permissible to use all uppercase letters for Radeon only in headers or other applications where required for design consistency.

Logo Integrity

The logo must be used as provided by AMD with no changes, including but not limited to changes in the color, proportion, or design, or removal of any words, artwork, or trademark symbols. The logo may not be animated, morphed, or otherwise distorted in perspective or appearance. Use only approved ATI Radeon Graphics logo artwork in the form provided. The logo must always be accompanied by the trademark symbol "™".



DO NOT distort the
ATI Radeon Graphics logo in any way



DO NOT create other versions
of the ATI Radeon Graphics logo



DO NOT add elements to
the ATI Radeon Graphics logo



ATI RADEON™ GRAPHICS TRADEMARKS

Use of AMD Trademarks for ATI Products and Technologies

All ATI product and product feature names should be spelled out in lower case with the first letter capitalized. Do not spell the entire product or product feature name in capital letters except where required for design consistency.

→ Correct Examples: ATI Radeon™, ATI Avivo™ HD, ATI HyperMemory™

→ Incorrect Examples: RADEON, AVIVO, HYPERMEMORY

Product code extensions should always be spelled out in capital letters.

→ Correct Examples: ATI Radeon™ X800 XT, ATI Radeon™ X800 PRO

→ Incorrect Examples: Radeon X800 Xt,
Radeon X800 Pro

Use of Trademark “™” Notices

Former ATI brand names are now trademarks of AMD and require the use of the “™” symbol. In all copy, the applicable trademark notice must be used beside all product and product feature names used in: (i) all headlines; and (ii) the first use of the product or product feature name in the text. All product and product feature names for which AMD is claiming trademark rights should be followed by the “™” notice symbol.

When writing combinations of trademark names such as those used in product names, a single trademark notice (“™” symbol) should be used with the final brand name in the composite mark.

→ Correct Examples:

ATI™ technology

ATI CrossFireX™ technology

ATI Avivo™ HD video and display technology

ATI Mobility Radeon™ graphics

ATI Catalyst™ software

ATI HyperMemory™ technology

ATI Radeon™ graphics technology

The Ultimate Visual Experience™

Legal Line for AMD Graphics Products Group Marketing Materials

When using the ATI Radeon Graphics logo and any product or technology names, the following copy should be incorporated into the legal text:

@2007 Advanced Micro Devices, Inc., ATI, the ATI logo, Avivo, Catalyst, CrossFireX, Radeon, HyperMemory, and The Ultimate Visual Experience are trademarks of Advanced Micro Devices, Inc..

Should AMD and/or the AMD Arrow logo also be used, the following copy shall be incorporated:

@2007 Advanced Micro Devices, Inc., AMD, the AMD Arrow logo, and combinations thereof, ATI, the ATI logo, Avivo, Catalyst, CrossFireX, HyperMemory, and the Ultimate Visual Experience are trademarks of Advanced Micro Devices, Inc.



ATI Radeon™ Graphics Branding and Packaging Guidelines

CLEAR SPACE AND MINIMUM SIZE REQUIREMENTS

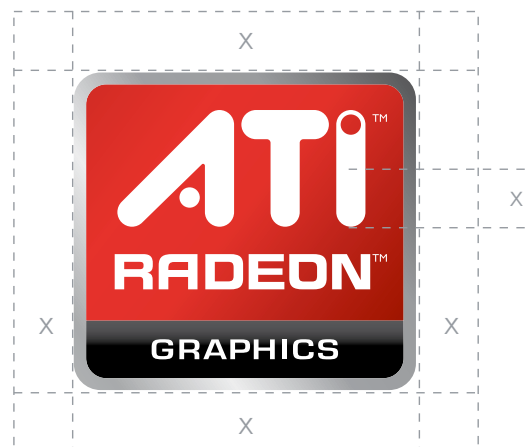
For purposes of illustration, only an ATI Radeon™ Graphics logo is shown here. However, the same color and size requirements apply for the ATI Radeon™ Certified logo.

The ATI Radeon™ Graphics logo is most effective when surrounded by as much open space as possible. A minimum area of unobstructed clear space, as demonstrated in the diagram to the right, must surround the logo in all situations.

Minimum Size

- For newspaper, the logo should never be reproduced at sizes smaller than 1" (or 26mm) wide.
- For magazines and other print materials, the logo should never be reproduced at sizes smaller than 0.75" (or 19mm) wide.
- For Web, the logo should never be reproduced at sizes smaller than 100 pixels wide.

Clear space requirement



Minimum size requirement — magazines and other printed materials

.75 inches
1.905cm



Minimum size requirement — newspaper

1 inch
26 mm



*When sizing the logo up or down, always include the metallic holding shape in the measurement.



ATI Radeon™ Graphics Branding and Packaging Guidelines

PRODUCT NAMING

Desktop Product Naming

When referencing the names of ATI Radeon™ desktop graphics products, the full name must include “ATI Radeon™” and the complete ASIC identifier. A “™” notice is only used following the word “Radeon.”

- Correct — ATI Radeon™ HD 3870 XT (use in header or first reference)
- Correct — ATI Radeon HD 3870 XT (use after first reference)
- Incorrect — ATI RADEON® HD 2600 XT (do not use all caps; and do include a “™” for Radeon)

Mobile Product Naming

When referencing the names of ATI Mobility Radeon™ graphics products, the full name must include “ATI Mobility Radeon™” and the complete ASIC identifier. A “™” notice is only used following the word “Radeon.”

- Correct — ATI Mobility Radeon™ X1650 (use in header or first reference)
- Correct — ATI Mobility Radeon X1650 (use after first reference)
- Incorrect — MOBILITY RADEON® X1650 (do not use all caps; include ATI; use a “™” for Radeon)
- Incorrect — Mobility X1650 (include ATI and Radeon; use a “™” for Radeon)

Chipset Graphics Processor Naming

When referencing the names of ATI Radeon™ graphics products in AMD chipsets, the full name must include “ATI Radeon™” and the complete ASIC identifier. A “™” notice is only used following the word “Radeon.”

- Correct — ATI Radeon™ X1250 (use in header or first reference)
- Correct — ATI Radeon X1250 (use after first reference)
- Incorrect — ATI RADEON® Xpress X1250 (do not use all caps, do not use Xpress for X1200, X1250 and X1270 graphics processors, include a “™” for Radeon)



ATI Radeon™ Graphics Branding and Packaging Guidelines

ATI CROSSFIREX LOGO GUIDELINES

The ATI CrossFireX™ multi-graphics platform takes the gaming experience to the next level with more performance, flexibility, and compatibility. The ATI CrossFireX platform combines the awe-inspiring capabilities of multiple ATI Radeon™ graphics cards and an ATI CrossFireX-ready motherboard to meet the hard-core demands of your alternate reality. Experience stunning visual realism in today's games with uncompromising image quality, even on your HDTV. ATI CrossFireX: Multiply and Conquer!

The ATI CrossFireX™ logo can be used when promoting any ATI CrossFireX-compatible products, or when promoting the ATI CrossFireX platform independent of a specific product. It can be placed on PC boot-up screens and retail packaging, as well as on advertising, technical communications, marketing collateral, and other printed, Web, or visual materials.

The ATI CrossFireX™ Certified logo is provided for partner products that have successfully passed Certification and are ATI CrossFireX™ compatible. It communicates that a partner has met AMD's high standards for quality, reliability, and functionality, which include extensive stress testing and visual excellence. Certification can help build consumer satisfaction and brand loyalty.

General Guidelines

The ATI CrossFireX™ and ATI CrossFireX™ Certified logos may only be used in connection with the promotion of corresponding ATI CrossFireX™ compatible products and not for other goods and/or services.

There are two versions of the ATI CrossFireX™ and ATI CrossFireX™ Certified logos as shown on this page — color and grayscale. Do not modify or re-create the logos under any circumstances. Always use the artwork provided by Advanced Micro Devices, Inc. in the form provided.

The following trademark attribution must be used when featuring the ATI CrossFireX™ or ATI CrossFireX™ Certified logos:

AMD, the AMD Arrow logo, the ATI logo, ATI CrossFireX, The Ultimate Visual Experience and combinations thereof are trademarks of Advanced Micro Devices, Inc. Other names are for informational purposes only and may be trademarks of their respective owners.

Follow the more detailed rules set forth in the Trademark Usage Guidelines for the ATI CrossFireX™ and ATI CrossFireX™ Certified logos when referenced in text.



Color



Grayscale



ATI Radeon™ Graphics Branding and Packaging Guidelines

ATI CROSSFIREX LOGO GUIDELINES, (CON'T)

For purposes of illustration, only an ATI CrossFireX™ logo is shown here. However, the same color requirements apply for the ATI CrossFireX™ Certified logo.

The ATI CrossFireX™ logo consists of the ATI logo, the technology name logotype, and a descriptor, all positioned within a metallic-like enclosure. There are two versions of the ATI CrossFireX logo — color and grayscale. The color version is available for both four-color process (CMYK) and flat-color reproductions. However, the CMYK treatment is the preferred method.

Color Treatments

The ATI CrossFireX logo uses colors and visual treatments that align with AMD Gaming communications. In particular, gradient color backgrounds are used to add drama and dimension for the Gaming segment. To reproduce these gradients accurately, the logo should be used in their full, four-color process (CMYK) versions whenever possible.

When format, media, or reproduction requirements preclude the use of the four-color logos, the optional flat-color versions may be used. This enables easy application of the logos within specific manufacturing environments, such as screen printing, laser engraving, embossing, debossing, hot stamping, and embroidery.

For guidelines on using an ATI CrossFireX logo on merchandise, contact your AMD brand manager.

Grayscale Treatment

The ATI CrossFireX logos may be used in grayscale for black-and-white applications. No other colors may be substituted.



Preferred Treatment

ATI Red gradient

Black gradient

Black gradient



Grayscale



Flat-color

ATI Red — PANTONE® 185

Black

PANTONE® Cool Gray 6



ATI Radeon™ Graphics Branding and Packaging Guidelines

COLOR REQUIREMENTS

For purposes of illustration, only an ATI CrossFireX™ logo is shown here. However, the same color requirements apply for the ATI CrossFireX™ Certified logo.

The ATI CrossFireX logo uses colors that align with AMD Gaming communications — red and black. Note that gradient color backgrounds are used to add drama and dimension for the Gaming segment. In addition, a metallic gray can be substituted for the black gradient rule. The color diagram to the right shows how each color is used, and the color specifications are also provided below.



Spot Color

(Spot color printing, such as promotional items, marketing collateral, etc.)

Red = Pantone 185

Black = Black (linear gradient)

Optional Metallic Gray = PANTONE® 877C

CMYK

(Four-color process printing, such as advertisements, marketing collateral, magazines, etc.)

Red = C: 0 M: 100 Y: 100 K: 0 (linear gradient)

Black = K: 100 (linear gradient)

RGB

(Electronic on-screen representations, such as CD demos, multimedia presentations, PowerPoint, etc.)

Red = R: 255 G: 0 B: 0 (linear gradient)

Black = R: 0 G: 0 B: 0 (linear gradient)

HEX

(Electronic online representations, such as Web graphics, Web banners, etc.)

Black = 000000 (linear gradient)

White = FFFFFF

Red = EF3E4 (linear gradient)

The colors shown on this page and throughout these guidelines have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE® color standards. Consult current PANTONE® publications for accurate color. PANTONE® is the property of Pantone, Inc.



AVAILABLE LOGO FORMATS

Key to file naming conventions			
Product ID. #	Processor	Media (E = Electronic, P = Print)	
▼	▼	▼	
43793-A	_CFX_	Logo_P_	4C.eps ▲ File Format
			▲ Color Mode (4C = Process, RGB = On screen, Gs = Grayscale)



Listed below are the available formats of the ATI Radeon™ Graphics logo.

Contact your AMD representative for access to these files.

43793-A_CFX_Logo_P_4C.eps

Four-color process (CMYK) version for traditional printing

43793-A_CFX_Logo_P_Sp.eps

Spot-color version for specialized printing e.g. screen printing

43793-A_CFX_Logo_P_SpFlt.eps

Special flat, spot-color version for applications where gradients can not be used, such as embroidery

43793-A_CFX_Logo_P_Gs.eps

Grayscale version for limited color printing

43793-A_CFX_Logo_L_E_RGB.png

Small 2 inch RGB.png version for online or multimedia use, e.g. PowerPoint®, Macromedia Flash™

43793-A_CFX_Logo_E_RGB.eps

RGB version for online or multimedia use

43793-A_CFX_Logo_S_E_RGB.png

Small version for use in presentations e.g. PowerPoint



AVAILABLE LOGO FORMATS

Key to file naming conventions			
Product ID. #	Processor	Media (E = Electronic, P = Print)	
▼	▼	▼	
43797-A	_CFXcert	_Logo_P	_4C.eps ◀ File Format
		▲	Color Mode (4C = Process, RGB = On screen, Gs = Grayscale)



Listed below are the available formats of the ATI CrossFireX™ Certified logo. Contact your AMD representative for access to these files.

43797-A_CFXcert_Logo_P_4C.eps

Four-color process (CMYK) version for traditional printing

43797-A_CFXcert_Logo_P_Sp.eps

Spot-color version for specialized printing e.g. screen printing

43797-A_CFXcert_Logo_P_SpFlt.eps

Special flat, spot-color version for applications where gradients can not be used, such as embroidery

43797-A_CFXcert_Logo_P_Gs.eps

Grayscale version for limited color printing

43797-A_CFXcert_Logo_L_E_RGB.png

Small 2 inch RGB.png version for online or multimedia use, e.g. PowerPoint®, Macromedia Flash™

43797-A_CFXcert_Logo_E_RGB.eps

RGB version for online or multimedia use

43797-A_CFXcert_Logo_S_E_RGB.png

Small version for use in presentations e.g. PowerPoint



ATI Radeon™ Graphics Branding and Packaging Guidelines

CLEAR SPACE AND MINIMUM SIZE REQUIREMENTS

For purposes of illustration, only an ATI CrossFireX™ logo is shown here. However, the same color and size requirements apply for the ATI CrossFireX™ Certified logo.

The ATI CrossFireX™ logo is most effective when surrounded by as much open space as possible. A minimum area of unobstructed clear space, as demonstrated in the diagram to the right, must surround the logo in all situations.

Minimum Size

- For newspaper, the logo should never be reproduced at sizes smaller than 1" (or 26mm) wide.
- For magazines and other print materials, the logo should never be reproduced at sizes smaller than 0.75" (or 19mm) wide.
- For Web, the logo should never be reproduced at sizes smaller than 100 pixels wide.

Clear space requirement



Minimum size requirement — magazines and other printed materials

.75 inches
1.905cm



Minimum size requirement — newspaper

1 inch
26 mm



*When sizing the logo up or down, always include the metallic holding shape in the measurement.



TECHNOLOGY BRANDING

ATI Avivo™ HD Video and Display Technology

Branding Introduction

ATI Avivo™ HD is the next-generation video and display technology platform brand from AMD that enables the media revolution on the PC. Targeted at multimedia enthusiasts, ATI Avivo HD technology delivers The Ultimate Visual Experience for the following four key uses: Media Center PCs, Digital TVs, High Definition Discs, and High Fidelity Digital Imaging (digital video and pictures).

ATI Avivo HD technology is not a product and should not be positioned as such. ATI Avivo HD video and display technology is included in ATI Radeon HD 2000 series and newer graphics products for desktop, mobile, and chipset applications. ATI Avivo HD technology includes a broad set of capabilities and full enablement of some capabilities may require complementary products.

The ATI Avivo brand no longer has a unique logo. Instead, ATI Avivo HD should be presented in text following proper usage guidelines.

Writing ATI Avivo HD Brand

- Do NOT use ATI Avivo HD as part of product names.
- Graphics products with ATI Avivo HD should indicate ATI Avivo HD as an “included technology.” Reference to ATI Avivo HD may be made ONLY with products which support it.
- Writing ATI Avivo HD without a product reference:
 - Correct – ATI Avivo™ HD (use in header or first reference)
 - Correct – ATI Avivo HD (use after first reference)
 - Incorrect – ATI AVIVO™ HD (do not use all caps)
- Writing ATI Avivo HD when referencing a video/graphics product that includes ATI Avivo HD technology:
 - Correct – ATI Radeon™ HD 2600 XT, with ATI Avivo™ HD technology
- “ATI Avivo™ HD Video & Display Technology” MUST be called out as a Technology Feature Bullet.

Technology Bullets

ATI Avivo™ HD Video & Display Technology

- High Definition video, gaming and photos
- Universal connectivity to TVs and displays¹
- HDMI with 5.1 surround sound

ATI Avivo™ HD footnote

The following footnote must be included for products that include ATI Avivo HD technology.

(1)ATI Avivo™ HD is a technology platform that includes a broad set of capabilities offered by certain ATI Radeon™ GPUs. Not all features and full enablement of some ATI Avivo™ HD capabilities may require complementary products.



ATI Radeon™ Graphics Branding and Packaging Guidelines

TECHNOLOGY BRANDING, (CONT)

ATI Catalyst™ Software Suite

Branding Introduction

The ATI Catalyst™ brand represents the award-winning software suite from AMD that every ATI Radeon graphics user should have installed on their PC to enable them to fully utilize their hardware. ATI Catalyst software delivers:

- Improved performance — Every ATI Catalyst release focuses on improving 3D graphics performance.
- Certified stability — All ATI Catalyst drivers are certified (WHQL) by Microsoft®.
- Unmatched visual quality — ATI Catalyst software enhances visual aspects including video, photos, and gaming.
- Innovative and exciting features — ATI Catalyst Control Center™ enhances end-user productivity with new features and its ease of use.

The ATI Catalyst software suite delivers a full software solution for supported Microsoft® Windows® and Linux® operating systems. ATI Catalyst Control Center™ is the interface that enables users to quickly setup and configure their ATI Radeon graphics.

Writing ATI Catalyst Brand

- Do NOT use ATI Catalyst as part of product names.
- Graphics products using ATI Catalyst should indicate Catalyst as an “included technology”.
- Writing Catalyst without a product reference:
 - Correct — ATI Catalyst™ (use in header or first reference)
 - Correct — ATI Catalyst (use after first reference)
 - Correct — ATI Catalyst™ Software Suite (use as a Technology Feature Bullet)
 - Correct — ATI Catalyst Control Centers™ (in reference to the software interface for the ATI Catalyst drivers)
 - Incorrect — ATI CATALYST™ (do not use all caps)

→ Writing ATI Catalyst when referencing a video/graphics product that includes Catalyst software:

- Correct — ATI Radeon™ X1800 XT, with ATI Catalyst™ Software Suite
- Correct — ATI Radeon™ X1800 XT, with ATI Catalyst™
- “ATI Catalyst™ Software Suite” MUST be called out as a Technology Feature Bullet for products using the software.

Technology Bullets

ATI Catalyst™ Software Suite

- Software suite for improved stability and performance
- Manage your graphics cards with ATI Catalyst Control Center.



ATI Radeon™ Graphics Branding and Packaging Guidelines

TECHNOLOGY BRANDING, (CONT)

ATI HyperMemory™ Technology

ATI HyperMemory™ technology in ATI Radeon™ GPUs uses system memory as an extension to the local video memory. The technology is a combination of hardware, software, and BIOS which optimizes the performance of ATI Radeon graphics processors in a low frame buffer size configuration, and takes advantage of the bi-directional high bandwidth PCI Express® bus.

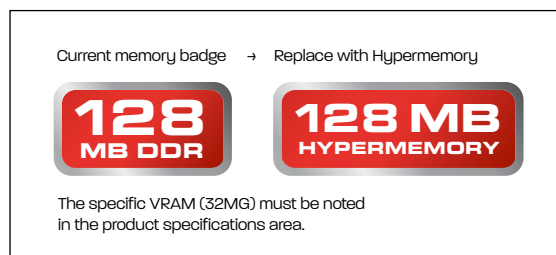
ATI HyperMemory technology manages the memory of systems with the Windows® XP operating system. The new Windows Vista® operating system manages system and video memory differently and the amount of memory allocated to video varies depending on available system memory. **As such, ATI HyperMemory amounts may only be specified for the Windows XP operating system.** The amount of ATI HyperMemory available may be less than the amount stated on the graphics card packaging, depending on the PC's available system memory.

Using ATI HyperMemory Brand

To properly identify ATI HyperMemory technology on product packaging, advertising, and promotional materials, the following guidelines must be used.

- ATI HyperMemory brand must be followed by a footnote indicator (e.g. *) and a corresponding footnote indicator (*) must be included in the legal area of the marketing materials followed by the description provided below.
- ATI HyperMemory brand does not have a specific font or graphical treatment requirement and can be placed within preferred visual designs.
- ATI HyperMemory brand must be used together with the graphics memory type when describing memory on product packaging or other materials.
 - E.g. 64MB VRAM should be followed with the corresponding amount of ATI HyperMemory:
 - E.g. Up to 256MB HyperMemory™*
 - The asterisk must be included to correspond with the HyperMemory legal description.

- ATI HyperMemory technology may be called out as a key feature when promoting graphics in advertising, on web sites, and on product packaging.
- ATI HyperMemory technology may be called out in line listings of product features/benefits and be followed by the legal description.
- Line listings of product features/benefits should include both the Video RAM and the ATI HyperMemory amounts, and be followed by the legal description.
 - E.g. 64MB VRAM/up to 128MB HyperMemory™ *
- The specific Video RAM must always be noted.
 - VRAM can be listed separately but must be included in product specifications area.



ATI Radeon™ Graphics Branding and Packaging Guidelines

TECHNOLOGY BRANDING, (CONT)

Legal Descriptor for ATI HyperMemory Technology

- *128MB HyperMemory™ — 64MB VRAM/up to 64MB shared system RAM under Windows® XP.
- Total memory configuration, shared RAM and Video RAM (VRAM) must all be indicated.
- Examples of usage are included for each of Desktop Discrete, Mobile and Chipset follow.

USAGE EXAMPLES:

ATI HyperMemory technology is found in certain Desktop graphics cards, Mobile graphics processors, and Integrated graphics chipsets. The following examples show correct name usage with examples.

ATI Radeon™ X1300 128MB HyperMemory™*

- *128MB HyperMemory™ — 64MB VRAM/up to 64MB shared system RAM under Windows® XP.

ATI Radeon™ X1300 HyperMemory™*

- *128MB HyperMemory™ — 64MB VRAM/up to 64MB shared system RAM under Windows® XP.

ATI Mobility Radeon™ X1600 128MB HyperMemory™*

- *128MB HyperMemory™ — 64MB VRAM/up to 64MB shared system RAM under Windows® XP.

ATI Radeon™ Xpress 1150 128MB HyperMemory™*

- *128MB HyperMemory™ — 64MB VRAM/up to 64MB shared system RAM under Windows® XP.

ATI Radeon™ Xpress 1150 HyperMemory™*

- *128MB HyperMemory™ — 64MB VRAM/up to 64MB shared system RAM under Windows® XP.

ATI Radeon™ X1250 128MB HyperMemory™*

- *128MB HyperMemory™ — 64MB VRAM/up to 64MB shared system RAM under Windows® XP.



AIB Partner

PACKAGING GUIDELINES

PARTNER PACKAGING — INTRODUCTION

Mandatory Requirements

ATI Radeon™ graphics product branding with proper ASIC descriptors must be used on packaging and in all marketing communications materials, including brochures, flyers, advertising, websites, banners, promotional materials, etc.

The "ATI" name is not used on partner packaging. Instead, "Radeon" is used together with the ASIC name, as shown here:

Incorrect — [Partner Name] ATI Radeon™ HD 3870

Correct — [Partner Name] Radeon™ HD 3870

Partners must always include the Radeon ASIC identifier in their product brand name, and the Radeon ASIC prefix descriptor should never be modified.

Additional suffix identifiers may NOT be used.

Partner Packaging Artwork Approval Process

All partner packaging must be submitted electronically via email for prior approval to AMD at least five business days before planned production. Partner packaging artwork that incorporates AMD marks and logos must not proceed to production until AMD marketing approval has been received **in writing**.

→ To submit packaging and products for Certification approval, please contact:

Bruce Gasson

Senior Technical Marketing Specialist

Telephone: +1-905-882-2600 extension: 2372

Email: bruce.gasson@amd.com

RADEON™ GRAPHICS PRODUCT LOGOTYPE GUIDELINES

Radeon™ graphics product logotypes are provided for use on packaging, only. The appropriate logotype should be used on retail packaging to provide a consistent presentation of the product name.

General Guidelines

Radeon™ graphics product logotypes may only be used in connection with the promotion of Radeon graphics, and not for other goods and/or services.

Logotypes are available for the Radeon HD 3850 and Radeon HD3870 product. For purposes of illustration, only the Radeon HD 3850 is shown here. Do not modify or replace a logotype under any circumstances. Always use the artwork provided by Advanced Micro Devices, Inc. in the form provided.

The logotype for an Radeon graphics consists of the Radeon name and the full Radeon ASIC descriptor. There are two configurations of the logotype — horizontal and stacked. The horizontal configuration is the preferred treatment. Note that the Radeon name always appears in the red gradient, while the ASIC descriptor should preferably be in white or, if necessary, overprinted in black for light color backgrounds. Both CMYK and spot-color versions of the logotypes are available.

Radeon™ graphics logotypes are to be used only on graphics card packaging as described in this AIB Packaging section. In all other instances, the appropriate ATI Radeon Graphics logo should be used.



RADEON™ HD 3850

Horizontal

RADEON™
HD 3850

Stacked

COLOR REQUIREMENTS

The diagram to the right identifies the color of each element of the Radeon Graphics logotypes. Provided below is a color list that will assist in the correct reproduction of the Radeon Graphics logotypes in the most commonly used media formats.

Spot Color

ATI Red = PANTONE® 185

Black = PANTONE® Black

CMYK

(Four-color process printing)

ATI Red = C: 0 M: 100 Y: 100 K: 0

Black = K: 100

The colors shown on this page and throughout these guidelines have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE® color standards. Consult current PANTONE® publications for accurate color. PANTONE® is the property of Pantone, Inc.



AVAILABLE LOGO FORMATS

Key to file naming conventions

Product ID. #	Processor	Horizontal (St = Stacked)	
▼	▼	▼	
44186-A	_A	_A	44186-A_ATrHD3870_Logotype_Hz_4Cr.eps
			▲ File Format
			▲ Color Mode
			(4C = Process, r = reversed)



Listed below are the available formats of the horizontal and stacked configurations of the ATI Radeon™ HD 3850 logotype. Contact your AMD representative for access to these files.

44186-A_ATrHD3850_Logotype_Hz_4Cr.eps (reversed, preferred)

Four-color process (CMYK) version for traditional printing

44186-A_ATrHD3850_Logotype_Hz_4C.eps

Four-color process (CMYK) version for traditional printing

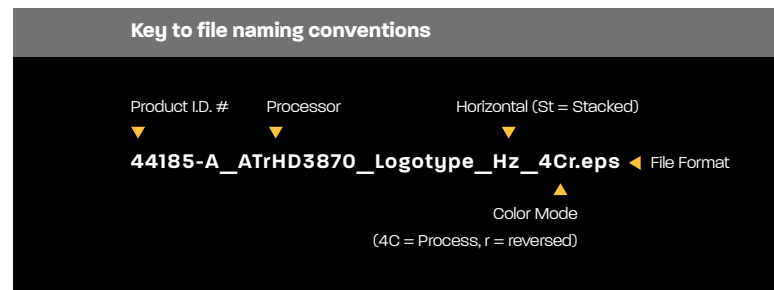
44186-A_ATrHD3850_Logotype_St_4C.eps

Four-color process (CMYK) version for traditional printing

44186-A_ATrHD3850_Logotype_St_4Cr.eps (reversed)

Four-color process (CMYK) version for traditional printing

AVAILABLE LOGO FORMATS



Listed below are the available formats of the horizontal and stacked configurations of the ATI Radeon™ HD 3870 logotype. Contact your AMD representative for access to these files.

44185-A_ATrHD3870_Logotype_Hz_4Cr.eps (reversed, preferred)

Four-color process (CMYK) version for traditional printing

44185-A_ATrHD3870_Logotype_Hz_4C.eps

Four-color process (CMYK) version for traditional printing

44185-A_ATrHD3870_Logotype_St_4C.eps

Four-color process (CMYK) version for traditional printing

44185-A_ATrHD3870_Logotype_St_4Cr.eps (reversed)

Four-color process (CMYK) version for traditional printing

INCORRECT USAGE

The examples on the right illustrate common misuse of the Radeon Graphics logotype. For illustration purposes, only the Radeon HD 3850 logotype is shown. Always use the artwork provided by Advanced Micro Devices, Inc.



CLEAR SPACE AND MINIMUM SIZE REQUIREMENTS

Radeon Graphics logotypes are most effective when surrounded by as much open space as possible. A minimum area of unobstructed clear space must surround the logotypes in all situations. This is illustrated in the example to the right.

Clear space is defined as an area that is completely free of other objects or elements, including, but not limited to, type, borders, edges, other logos, words, slogans, numbers, and design features, or symbols, company names, products, and/or services.

Radeon Graphics logotypes are to be used only on graphics card packaging as described in this AIB Packaging section. In all other instances, the appropriate ATI Radeon Graphics logos should be used.

The maximum width of the logotype is 10mm from the left, right, and bottom edge of the packaging. The minimum width of the logotype should be no less than 85% of the total package width. If there are space limitations, the alternate stacked logotype may be used while maintaining a comparable type size. Please refer to the following pages for placement details.



PRODUCT PACKAGING — NON-CERTIFIED PRODUCTS

Use of the ATI Radeon™ Graphics Logo

These packaging standards have been developed to communicate the benefits of ATI Radeon™ graphics products to consumers and provide consistency in the application of the logo and logotype.

Mandatory Branding Elements

The following are mandatory branding elements for all partner packaging. The ATI CrossFireX bullets are only to be used with products that are ATI CrossFireX Ready or Certified.

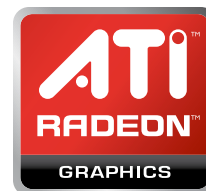
1. ATI Radeon Graphics logo – placed on both the front (upper-right corner) and back panels
2. Appropriate ATI Radeon graphics card logotype – placed on both the front and back panels.
3. “Powered By” and the full ASIC identifier – as the first product feature
 - Powered By ATI Radeon™ HD 3870
4. Technology bullets – ATI Avivo™, ATI Catalyst™, and ATI CrossFireX™ (only used with ATI CrossFireX™ compatible products) – placed together on the side or rear panel.
 - ATI Avivo™ HD Video & Display Technology
 - High Definition video, gaming, and photos
 - Universal connectivity to TVs and displays¹
 - ATI Catalyst™ Software Suite
 - Software suite for improved stability and performance
 - Manage your graphics cards with ATI Catalyst Control Center™
 - ATI CrossFireX Ready – Multiply & Conquer
 - Take gaming to a new level
 - Add additional compatible ATI Radeon™ graphics cards

5. The ™ is to be used with the identifier on all ATI Radeon™ Graphics, ATI Catalyst™, ATI Avivo™, ATI CrossFireX™, and ATI HyperMemory™ communications.

These requirements must be followed without variation in the positions identified. Partner artwork can then be placed as shown on the following page.

Materials are available in the Partner Resource Centre at <http://partner.ati.com>.

(1)ATI Avivo™ HD is a technology platform that includes a broad set of capabilities offered by certain ATI Radeon™ GPUs. Not all features and full enablement of some ATI Avivo™ HD capabilities may require complementary products.



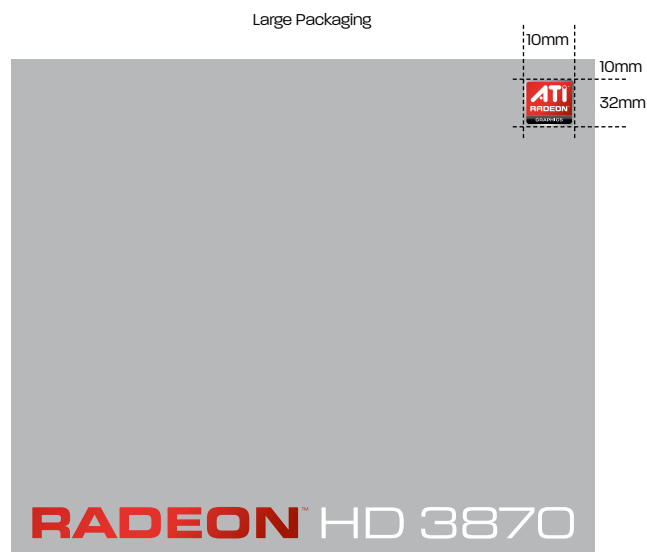
PRODUCT PACKAGING — NON-CERTIFIED PRODUCTS

Logo Size Requirements

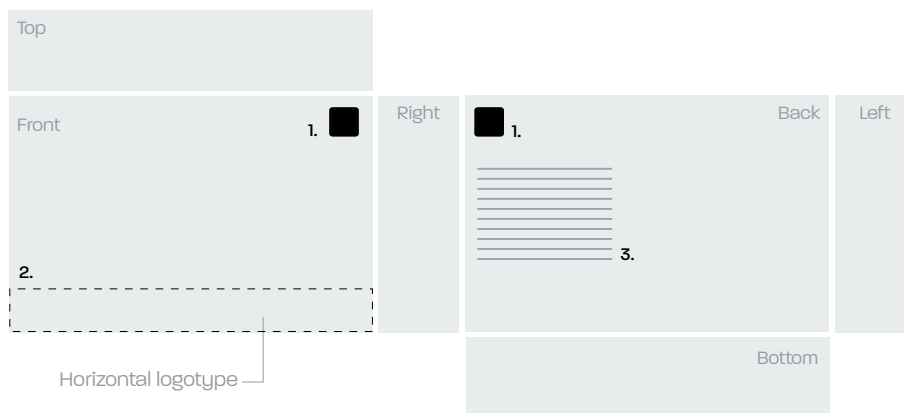
- The proportion of logo size to package area shown must be maintained
- To ensure sufficient visibility, an unobstructed area equal to the designated area should surround:

1. ATI Radeon Graphics logo

These elements must be reproduced without variation in the positions identified. Partner artwork can then be placed as shown in the marked illustration below.



1. Required ATI Radeon Graphics logo
2. Recommended product name format and location
3. Required Features and Technology Bullets



ATI Radeon™ Graphics Branding and Packaging Guidelines

PRODUCT PACKAGING — ATI RADEON™ CERTIFIED PRODUCTS

Use of the ATI Radeon™ Graphics Certified Logo

The ATI Radeon™ Graphics Certified logo will be provided for partner products that have successfully passed Certification. The logo communicates that a partner has met AMD's high standards for quality, reliability, and functionality. AMD offers extensive testing to ensure visual excellence, reliability, and stress. Certification can help build consumer satisfaction and brand loyalty.

The ATI Radeon Graphics Certified logo is only provided for products that are not ATI CrossFireX™ compatible. If the product is ATI CrossFireX compatible and is awarded Certification, the ATI CrossFireX Certified logo should be used. See the next section for use of the ATI CrossFireX Certified logo with the ATI Radeon Graphics logo.

To find out more on how your products can become certified, please contact **Bruce Gasson at 905-882-2600 x2372** or **bruce.gasson@amd.com**

Mandatory Branding Elements

The following are mandatory branding elements for all partner packaging:

1. ATI Radeon Graphics Certified logo — placed on both the front (upper right corner below the ATI Radeon Graphics logo) and back panels
2. Appropriate ATI Radeon graphics card logotype — placed on the front panel.
3. ATI Radeon Graphics Certified Benefit Panel — placed on the back panel. The image and content of this panel are on the "Certification and Customer Care Copy" page of this document.
4. "Powered By" and the full ASIC identifier — placed as the first product feature
 - Powered By ATI Radeon™ HD 3870
5. Technology bullets — ATI Avivo™ and ATI Catalyst™ brands — placed together on the side or rear panel.
 - ATI Avivo™ HD Video & Display Technology
 - High Definition video, gaming, and photos
 - Universal connectivity to TVs and displays¹

→ ATI Catalyst™ Software Suite

- Software suite for improved stability and performance
- Manage your graphics cards with ATI Catalyst Control Center™

→ ATI CrossFireX Ready — Multiply & Conquer

- Take gaming to a new level
- Add additional compatible ATI Radeon™ graphics cards

6. The ™ is to be used with the identifier on all ATI Radeon™ Graphics, ATI Catalyst™, ATI Avivo™, ATI CrossFireX™, and ATI HyperMemory™ communications.

These requirements must be followed without variation in the positions identified. Partner artwork can then be placed as shown on the following page.

Materials are available in the Partner Resource Centre at <http://partner.ati.com>.

(1)ATI Avivo™ HD is a technology platform that includes a broad set of capabilities offered by certain ATI Radeon™ GPUs. Not all features and full enablement of some ATI Avivo™ HD capabilities may require complementary products.



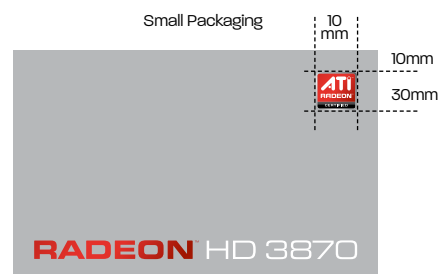
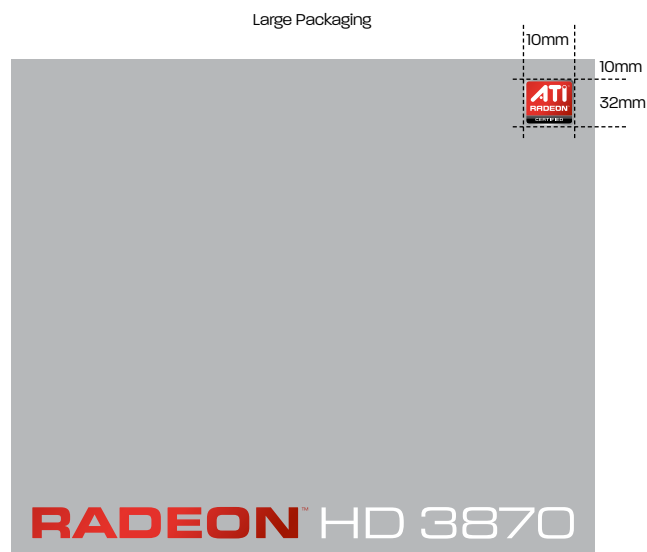
PRODUCT PACKAGING — ATI RADEON CERTIFIED PRODUCTS, (CON'T)

Logo Size Requirements

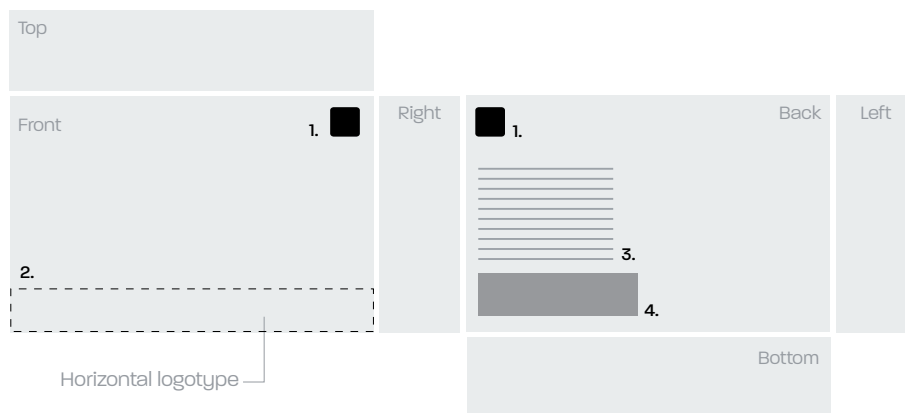
- The proportion of logo size to package area shown must be maintained
- To ensure sufficient visibility, an unobstructed area equal to the designated area should surround:

1. ATI Radeon Graphics Certified logo

These elements must be reproduced without variation in the positions identified. Partner artwork can then be placed as shown in the marked illustration below.



1. Required ATI Radeon Graphics Certified logo
2. Recommended product name format and location
3. Required Features and Technology Bullets
4. Certification benefits panel



PRODUCT PACKAGING — ATI CROSSFIREX™ CERTIFIED PRODUCTS

Use of the ATI CrossFireX™ Certified Logo

The ATI CrossFireX™ Certified logo will be provided for partner products that have successfully passed Certification and are ATI CrossFireX compatible. The logo communicates that a partner has met AMD's high standards for quality, reliability, and functionality. AMD offers extensive testing to ensure visual excellence, reliability, and stress. Certification can help build consumer satisfaction and brand loyalty.

Only products awarded the ATI CrossFireX Certified logo are eligible to carry ATI CrossFireX branding or messaging beyond stating that they are "ATI CrossFireX ready" in the Features area. The logo may be used in advertisements, in collateral material, and on web site pages that promote ATI CrossFireX Certified products.

Mandatory Branding Elements

The following are mandatory branding elements for all partner packaging for ATI CrossFireX Certified graphics products. These elements are in addition to, or replace elements for ATI Radeon™ Graphics Certified products:

The following are mandatory branding elements for all partner packaging:

1. ATI Radeon Graphics Certified logo — placed on both the front (upper right corner) and the back panels
2. ATI CrossFireX Certified logo — placed below the ATI Radeon Graphics Certified logo.
3. Appropriate ATI Radeon graphics card logotype — placed on the front panel.
4. ATI Radeon Graphics Certified Benefit Panel — placed on the back panel. The image and content of this panel are on the "Certification and Customer Care Copy" Page of the document.
5. "Powered By" and the full ASIC identifier — placed as the first product feature.
 - Powered By ATI Radeon™ HD 3870

6. Technology bullets — ATI Avivo™, ATI Catalyst™, and ATI CrossFireX™ brands — placed together on the side or rear panel.

→ ATI Avivo™ HD Video & Display Technology

- High Definition video, gaming, and photos
- Universal connectivity to TVs and displays¹

→ ATI Catalyst™ Software Suite

- Software suite for improved stability and performance
- Manage your graphics cards with ATI Catalyst Control Center™

→ ATI CrossFireX™ Certified — Multiply & Conquer

- Take gaming to a new level
- Add additional compatible ATI Radeon™ graphics cards

7. Minimum System Requirements — must be listed on retail packaging. Examples provided.

→ Specific system requirements are provided in Product Advisory for each product.

8. The ™ is to be used with the identifier on all ATI Radeon™ Graphics, ATI Catalyst™, ATI Avivo™, ATI CrossFireX™, and ATI HyperMemory™ communications.

These requirements must be followed without variation in the positions identified. Partner artwork can then be placed as shown in the illustration on the following page.

Materials are available in the Partner Resource Centre at <http://partners.ati.com>.

(1)ATI Avivo™ HD is a technology platform that includes a broad set of capabilities offered by certain ATI Radeon™ GPUs. Not all features and full enablement of some ATI Avivo™ HD capabilities may require complementary products.

PRODUCT PACKAGING — ATI CROSSFIREX™ CERTIFIED PRODUCTS, (CON'T)

For a complete ATI CrossFireX™ Certified solution, the following additional products are required:

- ATI CrossFireX™ Certified motherboard
- Compatible ATI CrossFireX™ Certified ATI Radeon™ graphics card
- ATI CrossFireX™ Certified power supply recommended
- Visit ati.amd.com/certifiedPSU for a complete listing of ATI CrossFireX™ Certified components

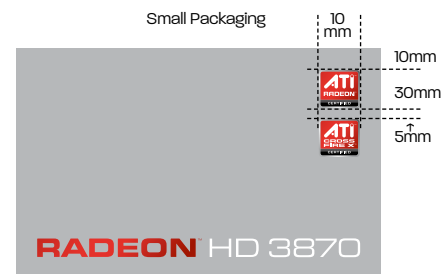
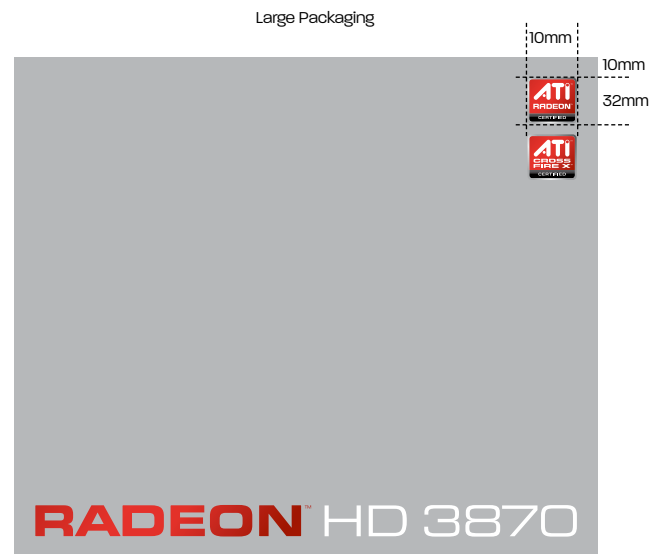


PRODUCT PACKAGING — ATI CROSSFIRE™ CERTIFIED PRODUCTS, (CON'T)

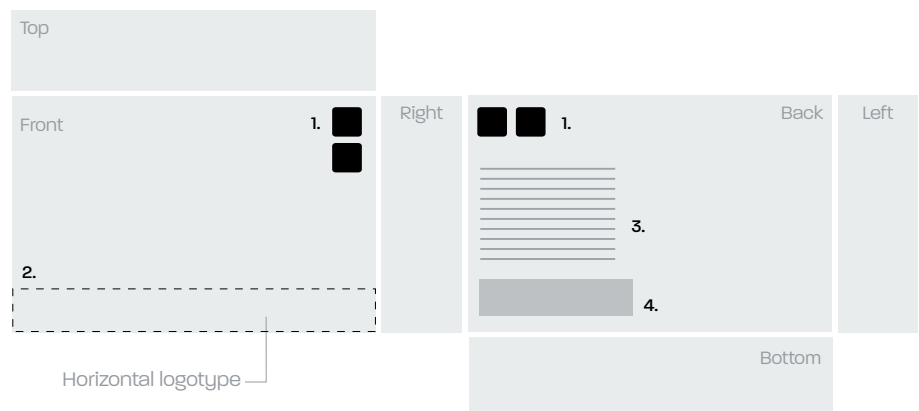
Logo Size Requirements

- The proportion of logo size to package area shown must be maintained
 - To ensure sufficient visibility, an unobstructed area equal to the designated area should surround:
1. ATI Radeon Graphics Certified logo
 2. ATI CrossFireX Certified logo

These elements must be reproduced without variation in the positions identified. Partner artwork can then be placed as shown in the marked illustration below.



1. Required ATI Radeon Graphics Certified logo and required ATI CrossfireX Certified logo
2. Recommended product name format and location
3. Required Features and Technology Bullets
4. Certification benefits panel



CERTIFICATION AND CUSTOMER CARE COPY

Place the following copy into a simple box with a border and contrasting background. It must stand out on your packaging but it may be designed to complement the packaging style.

ATI Radeon™ Graphics Certified

ATI Radeon™ Graphics Certified is an award of quality from AMD. Graphics cards displaying this logo have been tested by the AMD Certification team to meet high standards of Quality, Reliability, and Ease of Use. ATI Radeon Graphics Certified customers get complimentary access to AMD Customer Care. Some conditions apply. See <http://ati.amd.com/support/terms> for details.

AMD Certification ensures that your ATI Radeon Graphics card provides the best possible user experience in:

- Quality — Board design and specifications meet AMD quality standards
- Reliability — Certified and tested ATI Catalyst™ software suite expands hardware and software compatibility
- Ease of Use — Simplified installation with accurate user documentation and feature explanation.
- AMD Customer Care
 - Complimentary access to customer care representatives
 - 24/7 access to on-line self help and email support (some conditions apply)

ATI RADEON™ GRAPHICS CERTIFIED

ATI Radeon™ Graphics Certified is an award of quality from AMD. Graphics cards displaying this logo have been tested by the AMD Certification team to meet the high standards of Quality, Reliability and Ease of Use.

ATI Radeon Graphics Certified customers get complimentary access to AMD Customer Care.

Some conditions apply.

See <http://ati.amd.com/support/terms> for details.

AMD Certification ensures that your ATI Radeon Graphics card provides the best possible user experience in:

- Quality — Board design and specifications meet AMD quality standards
- Reliability — Certified and tested ATI Catalyst™ software suite expands hardware and software compatibility
- Ease of Use — Simplified installation with accurate user documentation and feature explanation.
- AMD Customer Care
 - Complimentary access to customer care representatives
 - 24/7 access to on-line self help and email support

INCORRECT USE OF THE ATI RADEON™ GRAPHICS PACKAGING TEMPLATE

- The size and space relationship / proportion of logos within a given element cannot be altered.
- All of the mandatory elements must be used together. It is not permissible to exclude one of the mandatory elements.
- Partners may not add unauthorized numeric or alpha extensions after the ATI Radeon™ ASIC name.
- The ATI Radeon Graphics logo, ATI Radeon Graphics Certified logo, ATI CrossFireX Certified logo, and the Certification Panel cannot be placed in alternative locations.
- Do not use "ATI" in the product name



DO NOT distort the
ATI Radeon Graphics logo in any way



DO NOT delete elements
of the ATI Radeon Graphics logo



DO NOT reconfigure elements of
the ATI Radeon Graphics logo



DO NOT delete elements
of the ATI Radeon Graphics logo

LEGAL REQUIREMENTS FOR ALL PACKAGING

Partners must include the following standard legal line on all packaging or other advertising materials which utilize any AMD or ATI logos or visual identities. Brand names may be excluded if they are not used on the packaging or marketing materials:

© 2007 Advanced Micro Devices, Inc., ATI, the ATI logo, Avivo, Catalyst, CrossFireX, HyperMemory and Radeon are trademarks of Advanced Micro Devices, Inc..

ATI Avivo™ footnote

The following footnote must be included for products that include ATI Avivo technology.

(1) ATI Avivo™ is a technology platform that includes a broad set of capabilities offered by certain ATI Radeon™ products. Full enablement of some ATI Avivo™ capabilities may require complementary products.

Use of third-party trademarks

Partners must secure authorization to use any third-party trademarks from the respective trademark holders and follow all guidelines provided by the trademark holder.